ARCHIE SERIES
WEAK
STRONGER
HE-MAN
JUGHEAD
APPROVED BY THE COMICS CODE AUTHORITY
12¢
MAC
APR.
Jughead
NO. 131
WHAT'S SO UNUSUAL ABOUT A FORK IN THE ROAD?
ROUTE
66
SPEED LIMIT
50

BOYS! GIRLS! LADIES! MEN!

Just Answer this Advertisement . . .

WE'LL SEND YOU . . . WITHOUT COST

WHICHEVER RING YOU WANT . . .

HANDSOME *SIGNET RING!*

The ring you receive will be personalized with your own initial. Made of sturdy, nickel silver, polished and rhodium plated for bright, long wear. Size is quickly adjustable to fit any finger.

FASCINATING *ZODIAC RING!*

Made of sturdy brass in a 16-K gold electro plated finish, this ring will show the "star sign" of your own birth month. Size quickly adjustable to fit any finger.

THIS IS OUR WAY OF INTRODUCING

the Fabulous "Get Things" PLAN

JUST FOR BECOMING OUR STAR SALESMAN

AMAZING PREMIUMS

Just for Selling Popular Cloverine Salve . . . sent to you on trust . . . no charge!

It's fun! It's easy! We'll send you 12 boxes of Cloverine Salve for chaps, chafes and mild burns, a dependable product on the market since 1895. You sell it to friends, relatives and neighbors at 65¢ a box. You send no money to get Cloverine Salve—we ship it to you on trust. After you have sold your salve you remit the proceeds to us and make a selection of the premium you want from our big premium Catalog which will be sent to you along with the salve. The more expensive premiums will require you to sell additional quantities of salve. It's all specified in our catalog, but to get many premiums you need only to sell one order or one dozen boxes. In any case the ring you choose, as described above, will come to you without cost. It's yours to keep.

YOUR IMPORTANT INSTRUCTIONS — PLEASE READ —

HERE ARE OTHER VALUABLE PREMIUMS YOU CAN GET . . .

OFFICIAL "BEATLE" GUITARS • Bibles • Train Travel Case • Scout Knapsack • Fishing Outfits • Scout Axe and Knife Set • Latest Popular Records—45 R.P.M. and 33's • Outdoor Grills • Complete Aluminum Ware Sets • Croquet Set • Build-it-Yourself Canoe • 1000-Shot Daisy Air Rifle (for selling 4 dozen) • Your own Personalized stationery and note paper • Badminton Set • Tool Chests • Jewelry Sets • Dozens more in our Catalog

DON'T WAIT! MAIL COUPON! WE TRUST YOU!

HILLCREST PRODUCTS CO., INC.
DEPT. 140-13 , TYRONE, PA.

THIS COUPON WILL BRING RING & SALVE

HILLCREST PRODUCTS CO., INC.
Dept. 140–13 Tyrone, Pa.

Please send me, without cost ☐ SIGNET RING with initial ____ or ☐ ZODIAC RING (my birth date ____). Along with my ring send starting order of Cloverine Salve — 12 boxes, to sell at 65¢ a box. I'll remit amount asked within 30 days, select a PREMIUM or keep CASH COMMISSION as explained under Premium in Catalog sent with order, postage paid to start.

NAME _____ AGE _____

STREET _____ R.D. _____ BOX _____

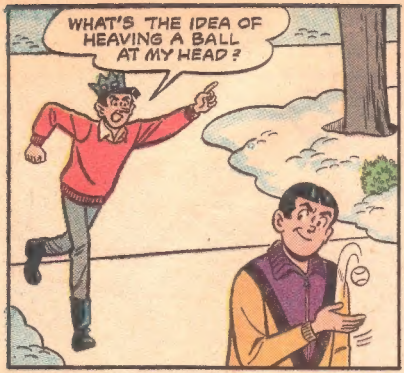
TOWN _____ ZONE _____ STATE _____

PARENT'S SIGNATURE _____

PRINT LAST NAME HERE

Paste coupon on postcard or mail in envelope today!

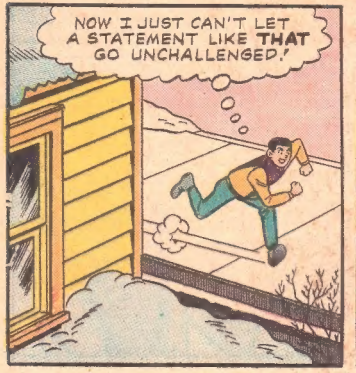
JUGHEAD, No. 131, April, 1966. Published monthly by ARCHIE COMIC PUBLICATIONS, INC., 420 DeSoto Ave., St. Louis, Mo. 63147. Executive and Editorial offices, 241 Church St., New York, N.Y. 10013. Chicago office: 35 East Wacker Dr., Chicago, Il. 60601. Hollywood office: 439 So. Western Ave., Los Angeles, Calif. 90005. Second-class Postage Paid at St. Louis, Mo. and at additional mailing offices under the Act of March 3, 1879. All rights reserved. Title registered U.S. Patent Office. Yearly subscription, $1.60 in U.S.A.; single copies, 12c. No actual person is named or delineated in this magazine. Printed in the U.S.A.

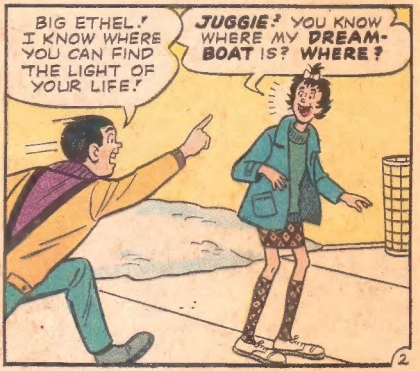

WHAT'S THE IDEA OF HEAVING A BALL AT MY HEAD?

SOME PEOPLE SAVE STAMPS.' SOME RACE SPORTS CARS.' I HEAVE THINGS AT JUGHEADS!

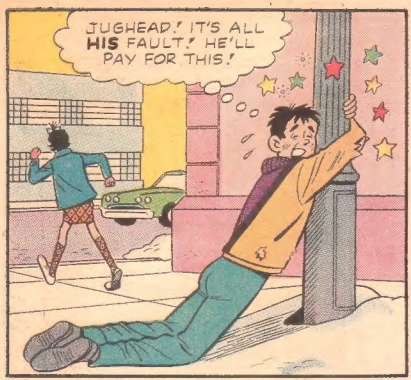
...EVERYBODY SHOULD HAVE A HOBBY.'
VERY FUNNY.'
U.S. MAIL

WELL YOU'RE WASTING YOUR TIME.' THIS PIN I FOUND WILL BRING ME NOTHING BUT GOOD LUCK TODAY!


NOW I JUST CAN'T LET A STATEMENT LIKE THAT GO UNCHALLENGED.'


BIG ETHEL.' I KNOW WHERE YOU CAN FIND THE LIGHT OF YOUR LIFE.'
JUGGIE.' YOU KNOW WHERE MY DREAM-BOAT IS? WHERE?

YOU JUST HOP THIS FENCE HERE, SCOOT THROUGH MILLER'S YARD, AND YOU'LL HEAD HIM OFF ON FRONT STREET!
I'LL NEVER FORGET YOU FOR THIS, REGGIE!
WHOOPS!
THESE FENCE BOARDS ARE LOOSE!!
CRASH!
YOU DIM WITTED PRACTICAL JOKER!! TAKE ADVANTAGE OF MY SWEET, ROMANTIC NATURE, WILL YOU??
NO! NO! ETHEL! I DIDN'T KNOW, HONEST!!
POW!
BAM!
BAM!


JUGHEAD! IT'S ALL **HIS** FAULT! HE'LL PAY FOR THIS!

IT'S OLD, IT'S CORNY, BUT IT'S EFFECTIVE! THERE'S NOTHING LIKE A GOOD, JUICY PIE IN THE FACE!
BAKERY

OOPS! HOLD IT, BETTY! I DROPPED MY PIN!
ULP!

SPLOOSH!
DID YOU SAY, **"SPLOOSH?"**

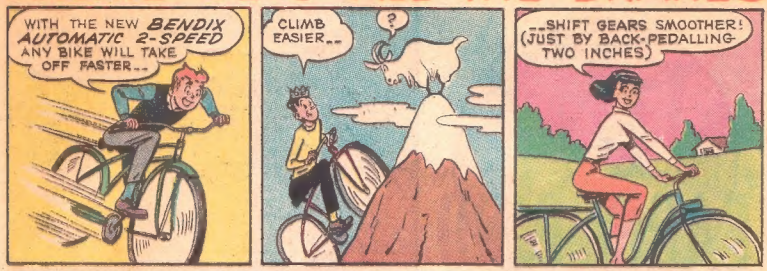
SAY! WHERE'D YOU GET THE PIE? IT'S GOOD! LIGHT! TANGY! MAYBE NEEDS JUST A **TOUCH** OF VANILLA!

CURSES! MISSED! THAT CLOWN LEADS A CHARMED LIFE!
:SOB:
SLURP!

HE'S HEADING TOWARDS ARCHIE'S HOUSE!
IF I DON'T GET HIM **THIS** TIME HE'LL HAVE **ME** BELIEVING THAT STUPID PIN IS LUCKY!
THIS CAN'T MISS! WHEN HE GETS TO THE DOOR I TURN ON THE WATER AND...
...AHA! THERE COMES MY BIG FAT OLD TARGET!
HYUK! IT'LL TAKE MORE THAN A **PIN** TO SAVE HIM THIS TIME!
HAPPY SOAKING, STUPID!
5

SPLAT!
HOW ABOUT THAT? LI'L OL' PIN SURE IS BRINGING ME MY SHARE OF LUCK TODAY!
Next Day~
IT WAS AMAZING HOW THAT PIN FILLED MY WHOLE DAY WITH GOOD LUCK YESTERDAY!
BY GEORGE! ANOTHER PIN! NOW I CAN HAVE ANOTHER DAY JUST LIKE YESTERDAY!
CHOCLIT SHOPPE
NOT IF WE CAN HELP IT!
DON'T TOUCH THAT PIN!
SEE A PIN AND PICK IT UP AND I'LL CLOBBER YOU!!
HIS GOOD LUCK IS OUR BAD LUCK!
The End

ARCHIE GETS ALL THE BRAKES


WITH THE NEW BENDIX AUTOMATIC 2-SPEED ANY BIKE WILL TAKE OFF FASTER...
CLIMB EASIER...
?
...SHIFT GEARS SMOOTHER! (JUST BY BACK-PEDALLING TWO INCHES)
...PLUS POWER BRAKES! (NO MORE TROUBLES WITH HANDLE BAR CONTROLS OR CABLES)

MAIL COUPON FOR A FREE FOLDER ON THE
BENDIX AUTOMATIC 2-SPEED

LOOK FOR THE COLOR BANDS

THE BENDIX CORPORATION - DEPT A
ECLIPSE MACHINE DIVISION
ELMIRA, N.Y.

NAME _____
(PLEASE PRINT)

ADDRESS _____

CITY _____ STATE, ZIP NO. _____

208 DIFFERENT WORLD-WIDE STAMPS

25¢

Exciting history—the cruel and feared Hitler, sports, elephants, mysterious jungle flowers, kneeling figure of child at prayer, and a fabulous Space Age stamp. Only 25¢ with Approvals.

JARO STAMP CO. Dept. A-66 Box 246, New York 8, N. Y.

50-YEAR-OLD COLLECTION

15 UNITED STATES CLASSICS 10¢

15 selected oldtimers, each 50 or more years old. Most of them missing even in the biggest collections. Get all 15 of these unusual classics for less than 1¢ each. All just 10¢ with your request for approvals.

JARO STAMP CO. Dept. 256 Box 246, New York 8, N. Y.

UNITED STATES COMMEMORATIVES

Prepared solely for us! Each collection contains FIRST QUALITY used stamps... ALL DIFFERENT. Normally sold at much higher prices, we offer—for a LIMITED time—the following:

88 different U.S. Commems	$1.00
150 different U.S. Commems	2.00
200 different U.S. Commems	3.50
250 different U.S. Commems	5.00
300 different U.S. Commems	6.50

SPECIAL OFFER U.S. AIRMAIL COLLECTIONS!

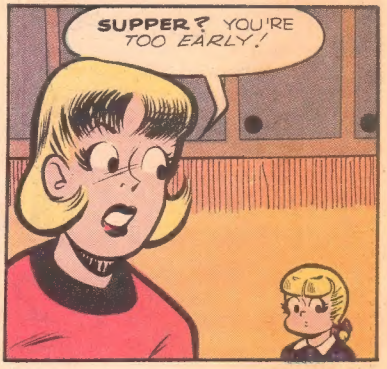
25 different U.S. Airmails	$1.00
35 different U.S. Airmails	2.00
45 different U.S. Airmails	3.00
55 different U.S. Airmails	7.50

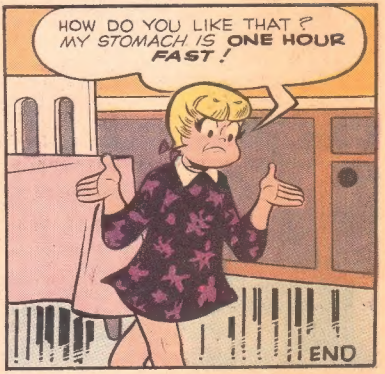
FREE with each order for Commems or Airmails: A GENUINE POCKET MAGNIFIER!!!
Send check or money order—shipped postpaid

ANCA STAMP CO. Dept. AB 66 Box 271 New York 33, N. Y.

Li'l JINX

EARLY BIRD





Jughead
SLICK PIC
HOW ABOUT TREATING ME TO A CHEESEBURGER, OL' BUDDY?
OKAY!
POP'S
POP'S
HOW ABOUT A MALTED AND A BANANA SPLIT?
HMPF!
20¢
TURN AROUND FOR A SECOND, YOU TWO!
JUG, PUT YOUR ARM AROUND ARCH! YOU'LL LOOK MORE NATURAL THAT WAY!
IF YOU REALLY WANT JUG TO LOOK NATURAL, VERONICA...
..TELL HIM TO PUT HIS ARM IN MY POCKET!
END

TREASURE CHEST OF FUN

THROW YOUR VOICE

Throw your voice into trunks, behind doors, everywhere. Instrument fits in your mouth and out of sight. Fool teacher, friends and family. Free book on "How to Become a Ventriloquist."
No. 137 ..... 25¢

SILENT DOG WHISTLE

This whistle can't be heard by human ears, but Rover can hear it half a mile away. Your dog will understand that this whistle is for him alone. Be amazed how quickly he responds.
No. 701 ..... $1.00

BUILD A BODY OF STEEL

Start Seeing Results in Just 30 Days

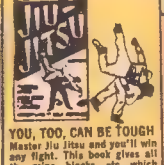
Pocket gym will develop your chest, biceps, triceps, neck, back, shoulders, stomach and legs. In just 30 days you'll begin to earn the respect of all your friends—the admiration of all the girls. You'll keep fit, healthy and fear no one! Compactly made of heavy elastic rubber
No 001 ..... Only $1.00

MAGIC CARDS

Deck is marked and stripped. Can be read from the back but looks like ordinary deck. With instructions for 10 terrific tricks.
No. 183 ..... $1.98

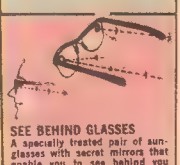
AMAZING MINIATURE RADIO

This tiny, feather weight radio operates without batteries, without tubes, but brings you years of listening pleasure. There's nothing to wear out, nothing to replace.
No. 044 ..... $2.98



YOU, TOO, CAN BE TOUGH

Master Jiu Jitsu and you'll win any fight. This book gives all the grips, blocks, etc. which are so effective in counter-attack. FREE book on how to perform strong man stunts also included.
No. 224 ..... $1.00



SEE BEHIND GLASSES

A specially treated pair of sunglasses with secret mirrors that enable you to see behind you without anyone knowing you're watching. Really comes in handy at times
No. 30 ..... 75¢

SURPRISE PACKAGE

Are you willing to take a chance? We won't tell you what you get, but because you're willing to gamble, we'll give you more than your money's worth.

No. 678 ..... Only .50¢

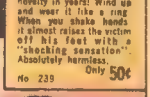
AMAZING MINIATURE SECRET CAMERA

Precision camera so small, it fits in cigarette pack. Weighs 2½ ounces and takes 10 pictures per roll. Precision ground lens and time exposure shutter. Can be hidden anywhere. Complete with free roll of film.
No. 788 ..... $1.00
6 Rolls Film 70¢

WORMS

Drop these seemingly innocent pellets into a glass of water and magically a worm will appear. Can you imagine the look of horror on your victims face? It's harmless.
No. 812 ..... 15¢

JOY BUZZER



The most popular joke novelty in years! Wind up and wear it like a ring When you shake hands it almost raises the victim off his feet with a "shocking sensation". Absolutely harmless.
No 239 ..... Only 50¢

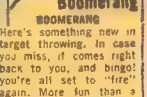
MONSTER SIZE MONSTERS

A full 6 Feet tall in authentic full color and so very life-like you'll probably find yourself talking to them. We have these two all-time favorites — spine-chilling Frankenstein, and the mad vampire Dracula.
No. F17 ..... 1.00

X-RAY SPECS

Slip on a pair of X-Ray Specs and you won't believe your eyes! Based on an optical illusion principle, they allow you to seemingly "see" the bones of your hands. Riotous fun at parties —your friends will think you can see right through them!
C-r-a-z-y
No. FL7 ..... $1.00

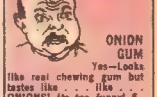
Boomerang



BOOMERANG

Here's something new in target throwing. In case you miss, it comes right back to you, and bingo! you're all set to "fire" again. More fun than a "barrel of monkeys."
No. 141 ..... 60¢

ONION GUM



Yes—Looks like real chewing gum but tastes like . . . like . . . ONIONS! Its too funny! 5 slices to a pack.
No. 281 ..... 20¢

BIKE SPEEDOMETER

Now you can see how fast you're riding with this precision engineered speedometer for only 75¢. You can time yourself for racing, sports, distance. Just fasten it to your handlebar and go.
No. 199 ..... 75¢

AMAZING NEW SPACE PHONE SET—2-WAY—SENDS—RECEIVES

You can talk back and forth between houses, from room to room and from secret hiding places because it's portable — no electric wires — no batteries. Employs the principle of transmission by diaphragms and taut string.
No. 194 ..... 69¢

TRICK BLACK SOAP

Ordinary looking piece of soap. Victim washes face and gets blacker and blacker. When he gets a look in the mirror, he'll be shocked. Harmless.
No. 575 ..... Only 25¢

Honor House Prod. Corp. **Dept. 7GK16**

Lynbrook, N.Y.

Rush me the items listed below. If I am not 100% satisfied, I may return any part of my purchase after 10 days Free Trial for full refund of purchase price.

Item	Name of Item	How Many	Total Price

☐ I enclose ..... in full payment. Same guarantee.
☐ Send C.O.D. I will pay postman on delivery plus postage

Name .....

Address .....

N.Y. State residents please add 2% sales tax.

Sorry, we cannot ship orders for less than $1.00. Kindly add 15¢ for postage and handling to all orders.

Jughead "THINK BIG"
AMAZING! A HAMBURGER UNDER HIS NOSE AND NO REACTION!
HE'S MEDITATING! HIS POWER OF CONCENTRATION IS SO GREAT HE'S OBLIVIOUS TO EVERYTHING!
?
BY GOLLY! YOU'RE RIGHT! HE DOESN'T EVEN KNOW HE'S ALL WET!
R

HA, HA!... LET'S SEE YOU THINK YOURSELF DRY, BIG BRAIN!
LET'S SEE YOU CONCENTRATE ON THIS WET GYM FLOOR, REGGIE!
COACH?
COACH
NO SENSE LEAVING A CLEAN SPOT HERE! YOU MAY AS WELL SCRUB THE WHOLE GYM!
URK!
JUG! JUG! WAKE UP!... WE'VE GOT TO GET OUT OF HERE AND LET THE MAN WORK!
BY THE WAY, WHAT WERE YOU MEDITATING SO DEEPLY ABOUT?
GETTING REGGIE IN TROUBLE!
2

DO YOU REALLY THINK YOU THOUGHT REGGIE INTO THAT TROUBLE?
WHY NOT?
THE POWERS OF THE MIND ARE BEYOND BELIEF!
NUTS!
NOBODY CAN MAKE THINGS HAPPEN JUST BY THINKING ABOUT THEM!
UNBELIEVER!
BETTER WATCH IT OR I'LL THINK YOU INTO SOME TROUBLE!
HAH!
GYMNASIUM
GRAB THAT BOY!
WE JUST WANT TO TOUCH HIM!
HIS UNCLE USED TO DELIVER COAL TO RINGO'S GRANDMOTHER!
OOOOOH!
CRACK!
SPLAT!
CRUNCH!
3

THAT'S A HECK OF A WAY TO TREAT A FRIEND!
?
IT'S TRUE HE CAN THINK YOU INTO TROUBLE!
NONSENSE!
YOU'D BETTER BELIEVE IT!
OOH! MY ACHIN' BACK!
OUCH! MY HAIR IS CAUGHT IN THE DOOR!
EASY DOES IT!
YOU...YOU CONCENTRATED HER INTO THIS TROUBLE! DON'T DENY IT!
WHATEVER YOU SAY, ARCH!
OUCH!

WHY... HE'S LIKE A WITCH DOCTOR!
HE HAS A DANGEROUS BRAIN!
THERE HE GOES!
DON'T **GET** HIM **ANGRY**!
MISS GRUNDY!... WHY IS EVERYONE ACTING SO TERRIFIED OF JUGHEAD?
I'M NOT SURE, MR. WEATHERBEE.
THE RUMOR'S GETTING WORSE EVERY MINUTE! I THINK HE'S SUPPOSED TO HAVE AN EVIL EYE OR SOMETHING!
TSK!
JUGHEAD! COME OVER HERE!
JUG! JUG! DON'T DO IT! NOT TO THE **PRINCIPAL**!
BE **NICE** TO HIM, MR. WEATHERBEE!
5

DON'T ABUSE YOUR POWERS, JUGGIE!
USE THEM FOR THE COMMON GOOD!
DON'T FOOL WITH THE FACULTY!
CLEANSE YOUR HEART OF EVIL THOUGHTS!
JUGHEAD! WHAT IS GOING ON? WHAT POWER DO YOU HOLD OVER THESE YOUNGSTERS?
WELL, I MAY AS WELL CONFESS!
WHEN I MEDITATE ON SOMETHING IT ACTUALLY HAPPENS!
RIDICULOUS!
IT'S TRUE, SIR! I MEDITATED ON THE FACT THAT YOUR SCHOOL IS FULL OF NUTS!
BY GOLLY, IT'S UNCANNY! YOU'RE THE ONE WHO'S RESPONSIBLE!
R
THE END
6

JOIN THE PARADE!

WE'RE BEATING THE DRUM FOR OUR LATEST GIANT-SIZE BETTY & VERONICA MAGAZINE!
JOIN THE MARCH TO OUR BIGGEST SPECTACULAR EVER! --WITH ALL NEW STORIES AND PAGE AFTER PAGE OF PIN-UPS AND SPECIAL FEATURES!
IT'S A SPECTACULAR EVENT
ARCHIE GIANT SERIES MAGAZINE Presents
Betty and Veronica
SPECTACULAR
25¢
ARCHIE GIANT SERIES
ORDER YOURS NOW!

BETTY AND VERONICA SPECTACULAR #138
ROOM 603, 241 CHURCH STREET
NEW YORK, N.Y. 10013

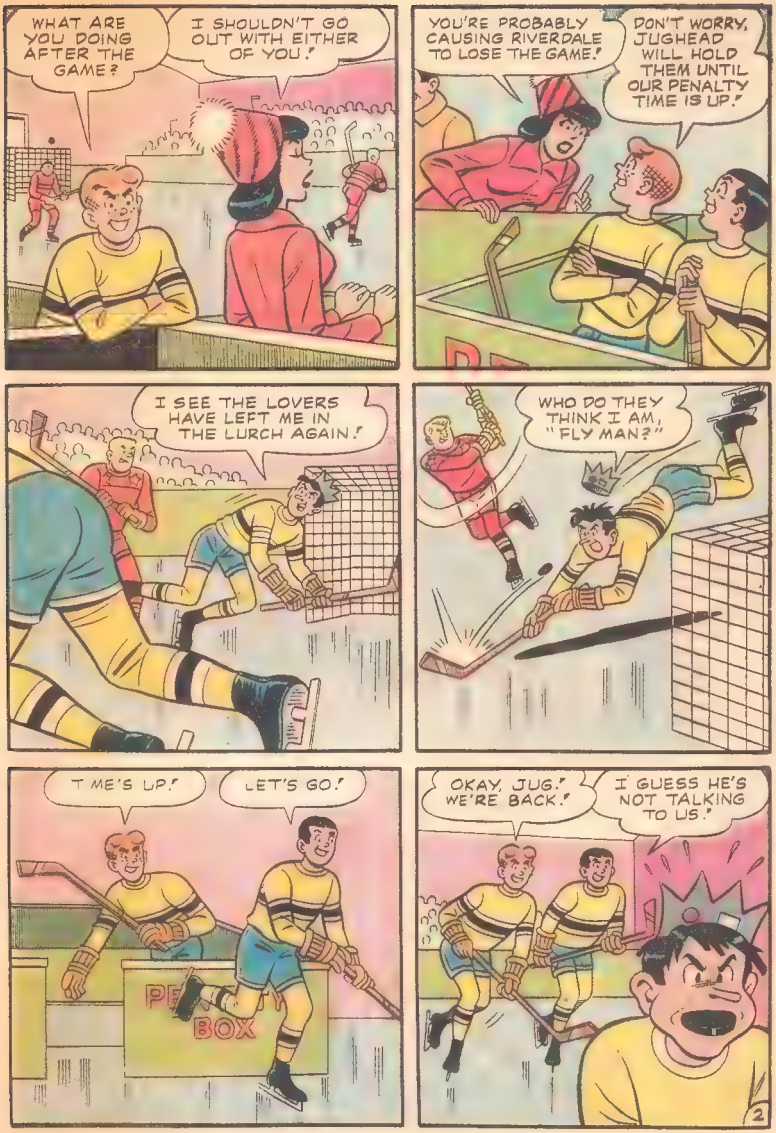
ENCLOSED FIND 25¢ IN COIN PLEASE SEND ME THE NEW GIANT SPECTACULAR #138 AS SOON AS IT IS OFF THE PRESSES.

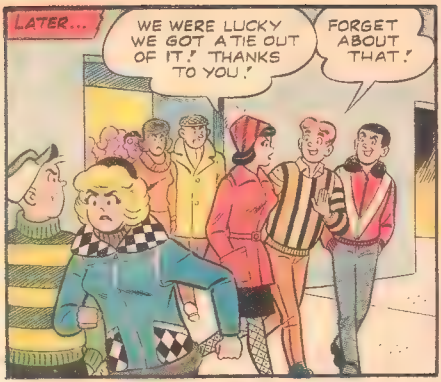
NAME _____

ADDRESS _____

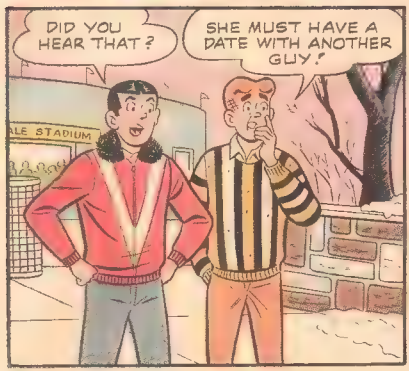
CITY STATE AND ZIP CODE

Jughead in "AFTER the GAME"
I DON'T KNOW WHY TWO GUYS ON THE SAME TEAM WOULD WANT TO FIGHT, BUT OFF TO THE PENALTY BOX WITH BOTH OF YOU!
EXIT
EXIT
QUIT SHOVING!
5
PENALTY BOX
HI, RONNIE!
1

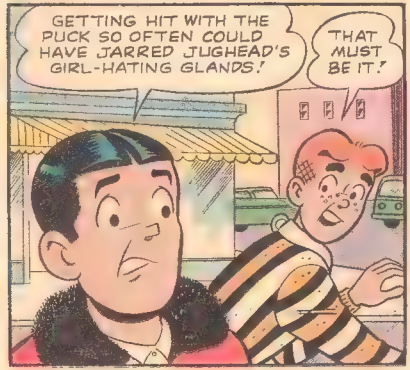

WHAT ARE YOU DOING AFTER THE GAME?
I SHOULDN'T GO OUT WITH EITHER OF YOU!
YOU'RE PROBABLY CAUSING RIVERDALE TO LOSE THE GAME!
DON'T WORRY, JUGHEAD WILL HOLD THEM UNTIL OUR PENALTY TIME IS UP!
I SEE THE LOVERS HAVE LEFT ME IN THE LURCH AGAIN!
WHO DO THEY THINK I AM, "FLY MAN?"
T ME'S UP!
LET'S GO!
BOX
OKAY, JUG! WE'RE BACK!
I GUESS HE'S NOT TALKING TO US!
2


LATER...
WE WERE LUCKY WE GOT A TIE OUT OF IT! THANKS TO YOU!
FORGET ABOUT THAT!

YEAH! WHAT ARE YOU DOING TONIGHT?
I'M SORRY BUT I'M BUSY!


DID YOU HEAR THAT?
SHE MUST HAVE A DATE WITH ANOTHER GUY!

YOU DON'T THINK IT COULD BE...
IT MIGHT, AFTER ALL HE WAS THE STAR OF THE GAME!


GETTING HIT WITH THE PUCK SO OFTEN COULD HAVE JARRED JUGHEAD'S GIRL-HATING GLANDS!
THAT MUST BE IT!

WE'VE GOT TO DO SOMETHING FOR THE POOR GUY!
I'D BE GLAD TO TAKE HIS PLACE TONIGHT!

JUGHEAD! OLD PAL!
BUDDY, WE'VE COME TO SAVE YOU!
YOU SHOULD HAVE DONE THAT AT THE GAME TODAY!
WHAT ARE YOU DOING TONIGHT?
I'M GOING OUT!
YOU MEAN YOU HAVE A DATE?
I GUESS YOU COULD CALL IT THAT!
I WAS RIGHT!
JUG!
WAIT A MINUTE, PAL!
SPLAT!
4

LET ME TAKE YOUR PLACE TONIGHT!
I'LL GIVE YOU A DOLLAR IF YOU LET ME GO INSTEAD!
ME TOO! HERE'S MY DOLLAR!
YOU'RE EACH OFFERING ME A DOLLAR?
I'LL TAKE THE TWO DOLLARS, YOU CAN BOTH GO IN MY PLACE!
That Evening
HI, JUGGIE! HAVE YOU SEEN THE PENALTY BOX BEAUS TONIGHT?
YEAH! THEY ARE OVER AT THE BOWLING ALLEY!
IT'S TOO BAD JUGHEAD COULDN'T KEEP HIS PROMISE TO BOWL WITH ME, BUT IT WAS CERTAINLY NICE OF YOU GUYS TO TAKE HIS PLACE!
6
7
THE END
6

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Not just one, but TWO DIFFERENT PHOTOS of each star you select!

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Choose from these 100 TOP STARS, *or any others! See instructions below.*

Julie Andrews
Ann-Margret
Frankie Avalon
Lucille Ball
Brigitte Bardot
Richard Basehart
Beatles together
Ringo alone
Paul alone
John alone
George alone
Dan Blocker
Pat Boone
Randy Boone
Peter Brown
Angela Cartwright
George Chakiris
Dick Chamberlain
Gary Clarke
Chuck Connors
Robert Conrad
Gary Conway
Johnny Crawford
Tony Curtis
James Darren
Doris Day
James Dean
Sandra Dee
Donna Douglas
James Drury
Patty Duke
Vince Edwards
Shelley Fabares
Fabian
Mia Farrow
Connie Francis
Robert Fuller
Annette Funicello
James Garner
John Gavin
Lorne Greene
Clu Gulager
Luke Halpin
David Hedison
Robert Horton
Rock Hudson
David Janssen
Rick Jason
Danny Kaye
Linda Kaye
Michael Landon
Jeri Lawrence
Brenda Lee
Jerry Lewis
Gary Lockwood
Sue Lyon
Scott Miller
Hayley Mills
Sal Mineo
Roger Mobley
Marilyn Monroe
Elizabeth Montgomery
Mary Tyler Moore
Vic Morrow
David McCallum
Doug McClure
Peter McEnery
Gardner McKay
Rick Nelson
Paul Newman
Ryan O'Neal
Paul Petersen
Elvis Presley
Debbie Reynolds
Cliff Richard
Jeannine Riley
Pernell Roberts
John Smith
Elke Sommer
Connie Stevens
Inger Stevens
Elizabeth Taylor
Shirley Temple
Dick Van Dyke
Robert Vaughn
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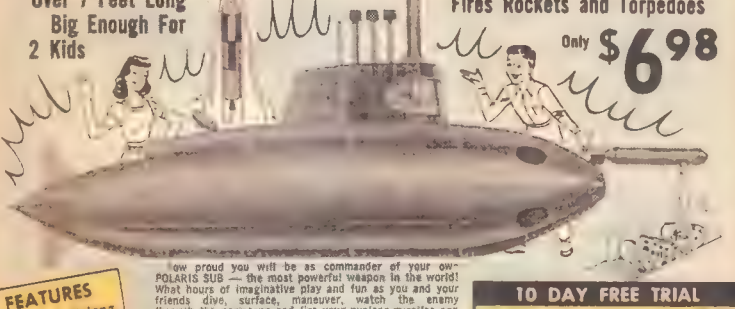

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ALL THE NEWS THAT FITS WE PRINT

Archie Club News

SEND IN YOUR REPORTS AND WIN CASH PRIZES

JUGHEAD NO. 131 APR. MEMBERSHIP—FIFTEEN CENTS

Archie, as Pureheart The Powerful, appeared for the first time in the October issue of "Life With Archie", which went on sale August 1st. Almost immediately our editorial offices were overwhelmed, flooded and deluged with regular mail, air mail, special delivery, registered mail and post cards. The mail sacks piled up high each day and kept the post office busy knocking on our doors and delivering the mail.

Naturally, all of the editors, assistant editors, artists, script writers and all and sundry who had participated in creating, contributing to and developing Pureheart The Powerful were delighted, gratified and satisfied with the unsolicited, spontaneous and instant response to a new, different and unusual characterization of Archie and his friends.

Now, to all you club members who have been loyal readers, fans and critics of the Archie Series of comics magazines we make this request. Write and tell us what YOUR reaction is to the introduction of Archie as Pureheart The Powerful. This character will appear in the following magazines:

"LIFE WITH ARCHIE" # 42, October — On sale August 1st.

"PEP" # 187, November — On sale September 1st.

"LIFE WITH ARCHIE" # 44, December — On sale September 10th.

"LIFE WITH ARCHIE" # 46, February — On sale December 10th.

"LIFE WITH ARCHIE" # 47, March — On sale January 10th.

Cash prizes will be awarded for the best written letters —favorable or adverse. . . . Thank you.

FIRST PRIZE — $5.00

REPORTER
GERIANNE BARBARA SOPOTUIK
357 Centennial Street
Winnipeg 9, Manitoba, Can.

Dear Archie:

Recently a friend of mine interested me in collecting road maps. At first I couldn't see the sense in it especially if one didn't travel much, but rummaging through some old maps I found in our basement, I found it interesting just to look at them. Right now I only have 15 maps in my collection, but I've just begun. I know people who have up to 500 maps.

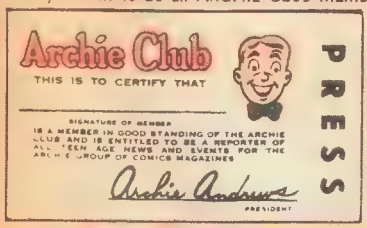
All you need for your collection is a large box to keep them in, kitchen recipe cards if you wish to file them and of course some maps. These can be obtained easily at gas stations or ask around your neighborhood.

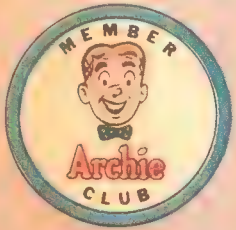
At first you will probably start with the latest maps, but as your collection grows you will find adding old ones will make your collection more interesting. I have one as old as 1949.

You may also find that you can get a series of maps, that is, the same maps only different years. Or you can get sets; for example, a set can include British Columbia, Saskatchewan and Manitoba. Usually the sets are numbered. These are easy to get and it's nice if you have the whole series or set.

Take it from me, collecting maps is easy and fun, so start collecting.

If you want to be an ARCHIE CLUB MEMBER eligible to win all these CASH PRIZES, not to mention a BIG BYLINE in a top-notch comic magazine, then just fill out the coupon below and mail it along with 15¢ in coin to cover cost of mailing and handling. Here's what you get by joining the ARCHIE CLUB as an official reporter. You get a dressy OFFICIAL ARCHIE CLUB BUTTON and snappy PRESS CARD. This will make you a real reporter.


Archie Club
THIS IS TO CERTIFY THAT
SIGNATURE OF MEMBER
IS A MEMBER IN GOOD STANDING OF THE ARCHIE CLUB AND IS ENTITLED TO BE A REPORTER OF ALL TEEN AGE NEWS AND EVENTS FOR THE ARCHIE GROUP OF COMICS MAGAZINES
Archie Andrews
PRESIDENT
PRESS



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Jughead

FOIL TOIL

GIRLS FENCING CHAMPIONSHIP
RIVERDALE
VS.
WEST HIGH
BETTY IS FENCING LIKE A MUSKETEER!
ARE YOU KIDDING?! NO MUSKETEER EVER LOOKED THAT GOOD!
CONGRATULATIONS, BETTY! YOU FOUGHT WITH SUCH SPIRIT!
NATCH, VERONICA!
COACH
...I PRETENDED I WAS FIGHTING A DUEL OVER ARCHIE!

IF BIG ETHEL WINS THE NEXT MATCH WE BEAT WEST HIGH FOR THE CHAMPIONSHIP!
FAT CHANCE! BIG ETHEL HAS TO FENCE AGAINST THE STATE CHAMP!
GIRLS FENCING CHAMPIONSHIP SCOREBOARD
RIVERDALE H.
WEST H.
COACH
SAY, WHY DON'T WE USE A PSYCHOLOGICAL GIMMICK THE WAY YOU JUST USED ONE!
WHAT DO YOU MEAN, RONNIE?
SNAP
WE GET JUGHEAD TO PROMISE BIG ETHEL A DATE IF SHE WINS!
SHE'LL FIGHT LIKE A MUSKETEER!
YOU MEAN LIKE THREE MUSKETEERS!
THERE'S JUST ONE PROBLEM!
YEAH, JUGHEAD!
OH, JUGGIEKINS! WOULD YOU DO US AN ITTY-BITTY LITTLE FAVOR?
HOW ITTY-BITTY LITTLE?
2

WE WANT YOU TO DATE BIG ETHEL IF SHE WINS HER MATCH!
WHAT?
WE FIGURE IT'LL BE AN INCENTIVE FOR HER TO WIN!
YOU'RE GIVING ME AN INCENTIVE TO LEAVE TOWN!
BUT WHAT ABOUT OUR SCHOOL HONOR?
WHAT ABOUT MY HONOR?
FORGET IT! I WOULDN'T DATE HER IF SHE OWNED THE ONLY BURGER STAND IN TOWN!
IF BIG ETHEL WINS, YOU WILL DATE HER!
...AND THAT'S AN ORDER!
SOMETHING TELLS ME MY CONSTITUTIONAL RIGHTS ARE BEING VIOLATED!
3

BIG ETHEL, JUGGIE SAYS HE'LL DATE YOU IF YOU WIN!
HE WILL?
YAHOO!! BRING ON THE WHOLE WEST HIGH TEAM!
YOU DON'T STAND A CHANCE, GIRLY! I'VE GOT A TIGER IN MY FOIL!
?
TOUCHE'!
GOOD GRIEF! I'VE NEVER FENCED A WINDMILL BEFORE!
TOUCHE' AGAIN!
REF, ARE YOU SURE SHE'S NOT USING THREE FOILS AT ONCE?
LOOKS LIKE BIG ETHEL IS GONNA BE A BIG WINNER!
LOOKS LIKE I'M GONNA BE A BIG LOSER!

YEAH! BIG ETHEL IS OUR HERO!
LITTLE DO THEY KNOW I'M THE REAL HERO!
HERE'S YOUR PRIZE, BIG ETHEL, A TROPHY!
THANKS!
BUT HERE'S MY REAL PRIZE... A DATE WITH JUGHEAD!
LET'S GO ON OUR DATE!
OKAY! I'LL GO!
... BUT FIRST YOU'VE GOT TO LEND ME YOUR FENCING MASK!
SURE! BUT WHY?
I WANNA MAKE SURE THERE'S NO KISSING ON THIS DATE!
End

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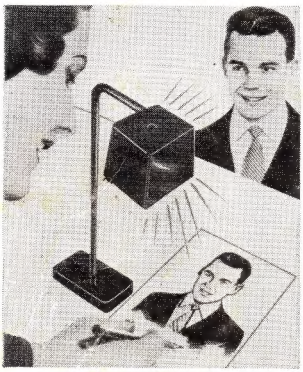

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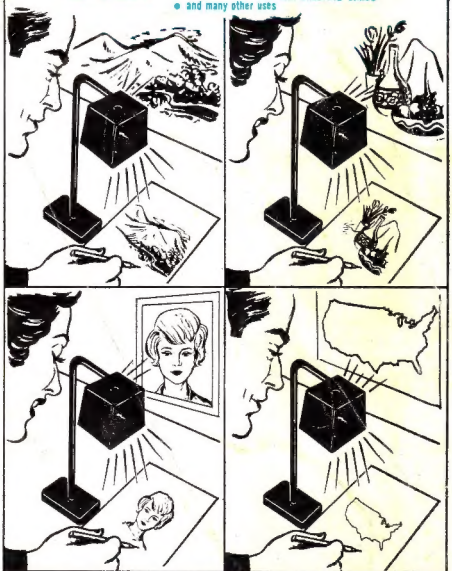

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